

## **KEYSHAWN JOHNSON INVESTS IN PANERA FRANCHISES.**

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by Eric Schroeder

Panera Bread this week signed an area development agreement with First Picks Bread Company, L.L.C. for its continued expansion in California. The group plans to develop 12 bakery-cafes in Santa Barbara, San Luis Obispo and Ventura counties by 2011. First Picks is headed by Keyshawn Johnson, a football player with the National Football League's Dallas Cowboys. Mr. Johnson has owned and operated restaurants Reign in Beverly Hills, Calif., and Profusion in Tampa, Fla., and currently operates a multi-unit entity of Cold Stone Creamery stores in Dallas. In addition to Mr. Johnson, the First Picks team is comprised of Glenn and Clarence Mah, chief operating officer and chief financial officer, respectively, and Ingrid Roberts, managing director. Glenn and Clarence Mah bring 20 years of experience in the food service and hospitality industry, currently as part of CHED Concept Restaurants, an award-winning restaurant and bar operator in the United States and Canada. Ms. Roberts has more than 12 years experience in marketing and business development, and is currently managing director of Keyshawn Inc., Mr. Johnson's parent company. "Panera Bread is pleased to welcome the team at First Picks as the newest addition to our franchise community," said Mike Kupstas, chief franchise officer for Panera Bread. Mr. Johnson, who won a Super Bowl as part of the Tampa Bay Buccaneers during the 2002-03 season, added, "I am truly excited to have an opportunity to be involved with one of the finest brands in the restaurant industry."